



Improving Customer Relationships via Social Media Participation

The Challenge

Dell, the worldwide leader of innovative technology products and services, was among the first brands in the world to recognize the importance of listening to customers online and soliciting their feedback to improve products and customer service. Dell was interested in expanding its social media data collection and analysis capabilities to capture more insights and extend that intelligence across multiple internal divisions involved with online customer engagement.

Strategic Solution

To help Dell expand the depth and breadth of relevant and actionable information on a 24x7 basis, Visible Technologies worked closely with Dell Corporate Communications and Community Outreach team to implement TruCast®, Visible Technologies' enterprise-class social media management platform. TruCast was deployed to provide Dell with comprehensive coverage of consumer-generated media, fast and accurate analysis of individual posts and comments, as well as entire threaded conversations by consumers on 40 different online topics related to the Dell brand such as post product sale issues and technical support questions. In addition to its comprehensive data collection and analysis capabilities, TruCast was also utilized to closely track nearly 300 "high-priority watch" sites for Dell on an hourly basis.

"Social media gives direct marketers an opportunity to keep their fingers on the pulse of how consumers are responding—to what extent current campaigns are successful, how they need to refine campaigns over time and, ultimately, the business outcomes."

Jeff Zabin Research Fellow Aberdeen Group

Results

TruCast delivered an immediate increase in the quantity and quality of daily relevant conversations for the Dell teams to review each day.

TruCast has enabled Dell to:

- Reduced the negative sentiment about its brand by more than 50%
- Achieved 200% increase in the number of "actionable conversations," an internal strategic criteria used to inform when to respond
- Increased data collection to 4,000 posts and conversations being collected and analyzed for topic and sentiment every day
- Improved workflow through TruCast

Next Steps

Dell continues to move aggressively toward expanding the quality and speed of its online participation as more people worldwide engage in social media. Dell remains focused to listen to customers in the social media landscape and engage in conversations across the globe.

